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- A Yeah.
 - Q Do you know what that \$5,000 is related to?
- A No, not at this time. Right here, with this one sheet here, no.
 - Q How could you determine what that \$5,000 --
- A I would look into the general ledger as one source.
 - Q What other sources would you need to look at?
- A Well, if that wasn't sufficient information, I'd look at the, I'd look at the invoice.
 - Q Mr. Callahan, does ITV Direct own any patents?
- A I do not know. I have not recorded any costs to purchase any development of any patent.
- Q Do you know who would know if ITV Direct owns any patents?
 - A No.
- Q There's no one at ITV Direct that would be able to confirm or deny that?
- A I don't know that. I don't know who would know of their existence, and I don't know who, you know -- an officer of the company, yeah, but you know, to my knowledge, there has never been, you know, and we don't own any patents because they would have had to have been paid for, and I have had (unintelligible) flow through me for this billing,

1	so therefore, I would say they don't own any patents.
2	Q What about any trademarks; do you know if ITV owns
3	any trademarks?
4	A I do not, no.
5	Q Do you know who would know at ITV Direct as to
6	whether or not it owns trademarks?
7	A No, but again, if they had flowed through, you
8	know, the books that I managed anyway, it would have had to
9	for billings and, you know, I don't have any that I've ever
10	seen.
11	Q How about copyrights; does ITV Direct own any of
12	those?
13	A Not to my knowledge, no.
14	Q Do you know who at ITV Direct would know whether
15	it owns any copyrights?
16	A No, other than an officer.
17	MR. SILVERMAN: Your Honor, if I could take a
18	break for just a moment, I'd like to follow up on the issue
19	I raised at the very outset of the hearing that has to do
20	with the subpoenas that were issued for the officers of the
21	company.
22	THE COURT: Okay.
23	MR. SILVERMAN: I understand that Mr. Callahan
24	might not know some of the answers to the questions that
25	I've imposed; however, that was the reason why we issued the

THE COURT: -- continue this, we'll continue it.

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1	MR. SILVERMAN: I have the subpoenas.
2	THE COURT: Yeah, but if it wasn't served
3	MR. SILVERMAN: Well, your Honor, they were
4	accepted by the general counsel at ITV who identified
5	himself as such to the processor.
6	MR. BROOKS: That's simply not accurate, your
7	Honor, from my conversation with their counsel. He got a
8	telephone call that there was a process server down in the
9	lobby. He went down, identified himself. The process
10	server said, here, handed him the subpoenas and left, so.
11	(Pause.)
12	THE COURT: All right. I'll accept this
13	MR. SILVERMAN: In any event, your Honor
14	THE COURT: and we'll deal with it at the end
15	of the hearing on how you want to proceed. Have you deposed
16	them already?
17	MR. SILVERMAN: We have deposed Mr. Callahan
18	THE COURT: Right.
19	MR. SILVERMAN: your Honor.
20	THE COURT: How about the principals?
21	MR. SILVERMAN: They've been we have not
22	deposed the principals, your Honor. There have been several
23	events in the case that have superseded further depositions.

We do have a separate proceeding going on that is directly

against Direct Marketing Concepts, the other company that

30 knowledge, no. 1 2 Who would know at ITV Direct? Q 3 Α One of the officers, I would think. 4 Q Are you familiar with the lawsuit that ITV 5 initiated against the Federal Trade Commission in September 6 of 2005? 7 Α I am not. 8 Are you familiar with the lawsuit that ITV 9 initiated against a company called The Electronic Retailing 10 Association in February of this year? 11 ITV Direct initiated a lawsuit? Α 12 Q Yes. 13 À No. 14 Q Are you familiar with it? 15 À No. (Pause.) 16 17 BY MR. SILVERMAN: 18 Mr. Callahan, I've put before you what is a docket 19 sheet, a civil action cover sheet and a complaint in the 20 matter ITV Direct versus The Electronic Retailing 21 Association; do you see that, Mr. Callahan? 22 Α Yes, for the first time. 23 0 And at the back of the package, there's also a 24 document that is the first amended complaint and demand for jury trial in the same action?

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1	A Okay. I see that, yeah.
2	Q And you'll see, at the very top of that document,
3	there's a stamp that indicates that that document was filed
4	on February 27, 2006; do you see that?
5	A No, not yet. The, the second to the last page
6	second sentence
7	Q That document right there.
8	A Yes. February 27th file date of '06, I see it.
9	Q And can you identify for me who the plaintiff is
10	in that action?
11	A ITV Direct Con. (phonetic).
12	Q And this is the first time that you, that you're
13	aware of this lawsuit; correct, Mr. Callahan?
14	A Yes.
15	Q And you're not aware of this lawsuit because
16	you've never seen any expense for the initiation of this
17	lawsuit; correct?
18	A No. I don't know if that's the reason I'm not
19	aware of it.
20	Q Well, if ITV Direct
21	A But I can tell you that I haven't seen any
22	expenses that I can identify after February 27th or before
23	related to this case.
24	Q So, the legal services involved in initiating this

case have not been paid by ITV Direct over the last year;

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A I have not paid legal expense related to this case, yes, that would be, that would be correct, yes.

Q And, Mr. Callahan, earlier you stated that over the last year, there's been absolutely no business activity by ITV Direct; correct?

A Yeah. There's been no, no benefit for that. We haven't incurred expenses, so maybe I should clarify that. In addition, you know, just because an expense is not recognized does not mean that it will not be recognized in the future, the difference between accrual or a cash basis where you would recognize that when you take it.

Q And presumably, you're hoping that the expense for your services gets recognized at some point; correct?

- A Of course, yeah.
- Q Because it has not yet been paid?
- A Do you know that; is that a question?
- Q Well, that's what you testified to earlier,
 Mr. Callahan.

A On the, on July 27th or July 26th, there was no recognition of my expense.

Q Do you have any reason to think it's been recognized since that time?

A Yes.

Q So, there's an updated financial that would

1	identify the cost that ITV has incurred for your services?
2	A No. I don't know that. I don't know that to be
. 3	true. There's not there haven't been new financials
4	printed out for ITV Direct, you know, since this date here.
5	You know?
6	Q Mr. Callahan, you stated that ITV does not hold
7	any inventory; correct?
8	A That's correct. ITV Direct does not hold any
9	inventory.
10	Q And over the last year, ITV has not generated any
11	revenue from any activity; correct?
12	A I would, I would say, no, (unintelligible) put
13	before the activity before January 1st of this year, but I
14	would say, no, that there has been no revenue.
15	Q And you stated that ITV's business was purchasing
16	media; correct?
17	A Primary business was planning and directing and
18	placing media, yes.
19	Q ITV does not actively sell any products; correct?
20	A ITV Direct does not sell products, that's correct.
21	Q Can you explain to me why, in a document filed
22	with this court in February of 2006, earlier this year, ITV
23	represented, and I quote from Paragraph 10, on Page 3 of the
24	amended complaint, "ITV is engaged in the business of

advertising and selling consumer products, including dietary

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A

Oh.

1	Q This is a document that was filed by your counsel,
2	Mr. Brooks. It states, "ITV is engaged in the business of
3	advertising and selling consumer products, including dietary
4	supplements, through feature length promotions known as
5	informercials. Among other products, ITV sells a popular
6	dietary supplement known as C-Veg."
7	A Okay. Once again, the question is?
. 8	THE COURT: What is it, what do we have here,
9	complaint and an amended complaint?
10	MR. SILVERMAN: Yes, your Honor. What we've done
11	is
12	THE COURT: I've got it. I'm sorry.
13	BY MR. SILVERMAN:
14	Q That's news to you; correct, Mr. Callahan?
15	A No. Can you just restate I'm (unintelligible)
16	Could you restate the question, please.
17	Q Do you dispute the statements in this amended
18	complaint, Mr. Callahan?
19	A Regarding Page 2, No Paragraph 5? ITV Direct
20	does not sell any product.
21	Q So that would be a misrepresentation; correct,
22	Mr. Callahan?
23	(Pause while witness reviews document.)
24	A It's not accurate, according to my understanding,
25	no.

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1	Q And you're the ITV representative that's here to
2	testify about the business activities of ITV Direct;
3	correct?
4	A Yes.
5	Q And it seems, Mr. Callahan, that you're not very
6	familiar with ITV's business activities; is that fair to
7	say?
8	A No.
9	Q Mr. Callahan, you're aware of the fact that ITV
10	Direct appealed the judgment obtained by Cappseals in this
11	case; correct?
12	A Yeah.
13	Q Is it fair to say that that appeal involved
14	significant work by the attorneys for ITV Direct?
15	A Of course, yes.
16	Q Is it fair to say that they didn't perform those
17	services for free; right?
18	A Yeah.
19	Q I've put before you, Mr. Callahan, what is a
20	docket and the appeal to the First Circuit in the underlying
21	case. If I could direct your attention to the second to the
22	last page?
23	A Okay.
24	Q You'll see on that second to the last page an
25	entry dated January 5, 2006, motion filed by appellant, ITV

37 1 Direct; do you see that, Mr. Callahan? 2 Α Yes. 3 And later on, further down the page, on 0 4 January 31, 2006, opposition filed by appellant, ITV Direct; 5 do you see that? 6 A Yes. 7 Q And the very next entry, February 6, 2006, case 8 argued, and it indicates that Attorney Robertson appeared 9 for the appellant, ITV Direct; do you see that? 10 A Um-hum. 11 (Pause.) 12 Q Mr. Callahan, you're aware that ITV opposed this 13 supplementary process hearing; correct? 14 Α No. 15 0 I'll represent to you that --16 Α You mean today? 17 O Today. 18 A No, I was not aware of that. 19 I'll represent to you, and I think the Court can 20 take judicial notice of the fact that an opposition to this 21 hearing --22 THE COURT: Well, and I see that counsel's here as 23 well. Okay. 24 BY MR. SILVERMAN: 25 Q Mr. Callahan, is it fair to say that the services,

	3:
1	Q I'm sorry?
2	A You stated that it was all 2006 activity and I'm
3	saying your first reference point of a motion by the
4	appellant, ITV Direct, was two days into the new year.
5	Could it have been possible it wasn't 2006?
6	Q Well, Mr. Callahan, I've identified work that was
7	performed in 2006, and what I'm asking you is, do you know
8	if the attorneys for ITV have been paid for those services?
9	A I don't know at this point, no, and this would not
10	be a basis for recording of transactions for services, this
11	docket with an activity note on January 5th.
12	THE COURT: Do you know whether ITV Direct has
13	been billed for these services?
14	THE WITNESS: I'm sorry. I didn't hear the
15	THE COURT: Do you know if ITV Direct has been
16	billed for legal services performed in 2006?
17	THE WITNESS: No, I don't know
18	THE COURT: Okay.
19	THE WITNESS: right now.
20	BY MR. SILVERMAN:
21	Q But, Mr. Callahan, it's fair to say that,
22	certainly, ITV Direct has not made any payments out of the
23	accounts that you identified for any of their services;

To my knowledge, no. There hasn't been -- you

correct?

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THE WITNESS: So I have --

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1	THE COURT: seen any bills
2	THE WITNESS: I haven't seen a bill for quite a
3	while from any vendors because we're not currently
4	transacting.
5	THE COURT: Have you see any bills for legal
6	services in 2006?
7	THE WITNESS: Not that I recall, no.
8	BY MR. SILVERMAN:
9	Q Are you aware as to whether or not the services
10	performed strike that. Mr. Callahan, you understand that
11	this case is about the fact that ITV did not pay for the
12	last six shipments of Supreme Greens that was manufactured
13	by Cappseals under Purchase Order 1101; correct?
14	A Without identifying the Purchase Order 1101, yes,
15	that's my understanding.
16	Q Well, Mr. Callahan, I believe that are the
17	joint stipulations, have I already presented you with those?
18	MR. BROOKS: They're right here.
19	A No. I just don't recall the number, but yes, I
20	understand (unintelligible)

understand (unintelligible)

Mr. Callahan, I've put before you a document entitled Joint Stipulation of Fact, and those are the stipulations that were agreed upon between the parties; do you see that document?

Α Um-hum.

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Yes.

44 1 whatever it is. 2 THE COURT: And you agree that it's these six 3 invoices? 4 MR. SILVERMAN: Yeah. 5 THE COURT: Okay. 6 BY MR. SILVERMAN: Now, Mr. Callahan, right below those six unpaid 7 Q 8 entries, the entries marked Not Paid --9 A Um-hum. 10 Q -- do you see an entry dated December 19, 2003; do 11 you see that? 12 A Um-hum. 13 Q Invoice No. 20; do you see that? 14 A Yes. 15 Q And, again, it says Purchase Order 1101; do you 16 see that? 17 Α Yes. 18 Ö . That's for \$300,024; correct? 19 Α Yes. 20 0 Purchase Order 1101 is the contract that forms the 21 debt underlying in this case. You understand that; correct? 22 Α (No verbal response.) 23 MR. SILVERMAN: I think that's already --24 THE COURT: I think it's agreed. 25 A Okay. I don't know it by reference to those PO

1 numbers.

THE COURT: Counsel has stipulated that it's this PO, 1101.

MR. BROOKS: Your Honor, can I raise an issue? I think we're going into an area that I was anticipating, and I just want to highlight it now. There is this related action by Cappseals against Direct Marketing Concepts that's pending before Judge Tauro. It's not the case that's before you today. That is an action in which Cappseals claims that Direct Marketing Concepts is liable for the debt of ITV, the issue that's before you today.

It appears now that we're getting into those issues that are before Judge Tauro. We're bringing in business records of Direct Marketing Concepts, presumably, to try to show that Direct Marketing concepts is liable for this debt.

I would suggest to you that, having brought an independent action before Judge Tauro, we had the final pretrial conference on November 2nd. Summary judgment was denied. That case will go to trial, and the liability of Direct Marketing Concepts will be determined by Judge Tauro after a trial.

I don't think it's appropriate for this court to be hearing evidence and perhaps being asked to make a decision about the liability of Direct Marketing Concepts

when that issue is pending before Judge Tauro in another action.

My understanding of the issue before you today is supplementary process. The issue is the assets and income of ITV that's available to satisfy the judgment, and I'm just concerned that we're going to start to try another case, and I'm going to have hours of cross-examination to establish that Direct Marketing's a separate corporation, what its business purpose is --

THE COURT: Let me find out from counsel where you intend to go with this.

MR. SILVERMAN: Thank you, your Honor. First and foremost, your Honor, this is not a business record for Direct Marketing Concepts. As you can see the document is a document Bates labeled ITV00311.

This is a document that was produced from the records of ITV, and it was an invoice that was received by ITV, and the purpose of this line of questioning, your Honor, is to demonstrate that ITV continues to be a thriving company, as always, is using accounts other than the accounts identified by Mr. Callahan to pay its debts and obligations.

The fact that it chooses to park its money and funnel this money into accounts with a name other than ITV does not mean that it can avoid its debt obligations to

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Cappseal.

MR. BROOKS: That, your Honor, I guess, just proves the point that I just made, which is that's the subject matter of Judge Tauro's action.

THE COURT: Do you expect me to, at the end, if you got what you were -- do you intend to ask for an order that assets standing in the name of another company be used to pay this debt?

MR. SILVERMAN: Your Honor, this is identical, if I may explain.

THE COURT: Can you answer that?

MR. SILVERMAN: I intend to ask you to order

Direct -- ITV Direct to pay the judgment using the funds
that it controls. There may be accounts that are maintained
under the name of a different entity, but it's ITV's
accounts, and that's the point of this line of questioning.

They've used it to pay their own bills, including the bills that we've already discussed, the legal fees, for fees incurred by Mr. Callahan. They have zero dollars in --

THE COURT: Are they in Direct Marketing's accounts?

MR. SILVERMAN: They are, your Honor, and if I may, this is identical to the case of <u>Aetna v Rockheld</u> in which there was a father who was receiving his paycheck, and he was taking it, and he was putting it into an account in

the name of his son.

THE COURT: My question is though, why is this not the issue that Judge Tauro's going to be deciding?

MR. SILVERMAN: Because, your Honor, we're not necessarily discussing here his fraudulent conveyance and alter ego, but what we're discussing and what I'm aiming my questions at is money that is controlled by ITV and consistently controlled by ITV --

THE COURT: Why is that different than a fraudulent conveyance if they took their assets and put it in somebody else's name?

MR. SILVERMAN: Because it's still their assets, your Honor. They're still using those assets to pick and choose the bill that they want to pay.

THE COURT: I have to tell you, and I haven't read the complaint that you've brought with Judge Tauro, but it seems to me that if Judge -- I'm not saying that you're wrong legally as to where you end up in your ability to obtain the funds, but I am concerned that we're trying the same case in two places, and I'm very concerned about that, actually, because we have very limited witnesses here.

MR. SILVERMAN: Well, your Honor, I'm going to limit my questions strictly to the payment of ITV's bills and the money that it uses.

THE COURT: Let's assume that Direct Marketing

pays their bills, that checks issued by Direct Marketing are used to pay bills incurred by ITV, and that's where you're going; right?

MR. SILVERMAN: That is where I'm going.

THE COURT: All right. Why isn't that part of your claim in Judge Tauro's action, the pending action, that says Direct Marketing is responsible for the debts of ITV?

MR. SILVERMAN: Well, it might be a subset of our claim in that case, your Honor. However, in this case, we have a judgment against ITV.

ITV continues to control assets, continues to use that control to pay bills, to pay invoices. It's generating money; it's selling product; it's advertising product; and it's directing money into its bank account.

THE COURT: And it's doing it under the name of business, Direct Business, or it's doing it under its own name?

MR. SILVERMAN: Your Honor, we really haven't gotten there. The fact is, they're directing and funneling their money into accounts to avoid the payment of this judgment, but they still control those funds, and they're using their discretion to decide what bills are and are not paid.

THE COURT: I don't know what Direct Business is.

I mean, you're in the middle of another lawsuit with Direct